

STANDARD of POORS



Powering the Chat Exchange (CHEX) Movement

00 Intro

- **Project Launch (Solana):** May, 2023
- **ERC20 Token Launch:** July 21, 2023
- **Token symbol:** \$NOLO
- **Exchange:** Uniswap V2 NOLO-WETH; \$750k liquidity
- **Total supply:** 4,444,444 (fixed)
- **Market cap:** \$6.0MM @ \$1.35 / NOLO

- **Differentiators**
 - First-to-market Discord Trading Bot (Spot, Perpetuals, and Futures)
 - Multiple order types, in-chart Single-Click Trading, Instant Social/Copy Trading, gas-less deposit/withdrawal
 - Extremely lucrative Server Referral Program
 - Solana-Ethereum hybrid trading bot
 - Solana-based execution (instant, cheap transactions)
 - Ethereum-based protocol token (liquidity, network effects)
 - Cross-chain deposits (25 chains supported)
 - 2FA Wallet Security (coming soon)
 - Leverages Pyth Oracles for price feeds (100+ assets available in the future)

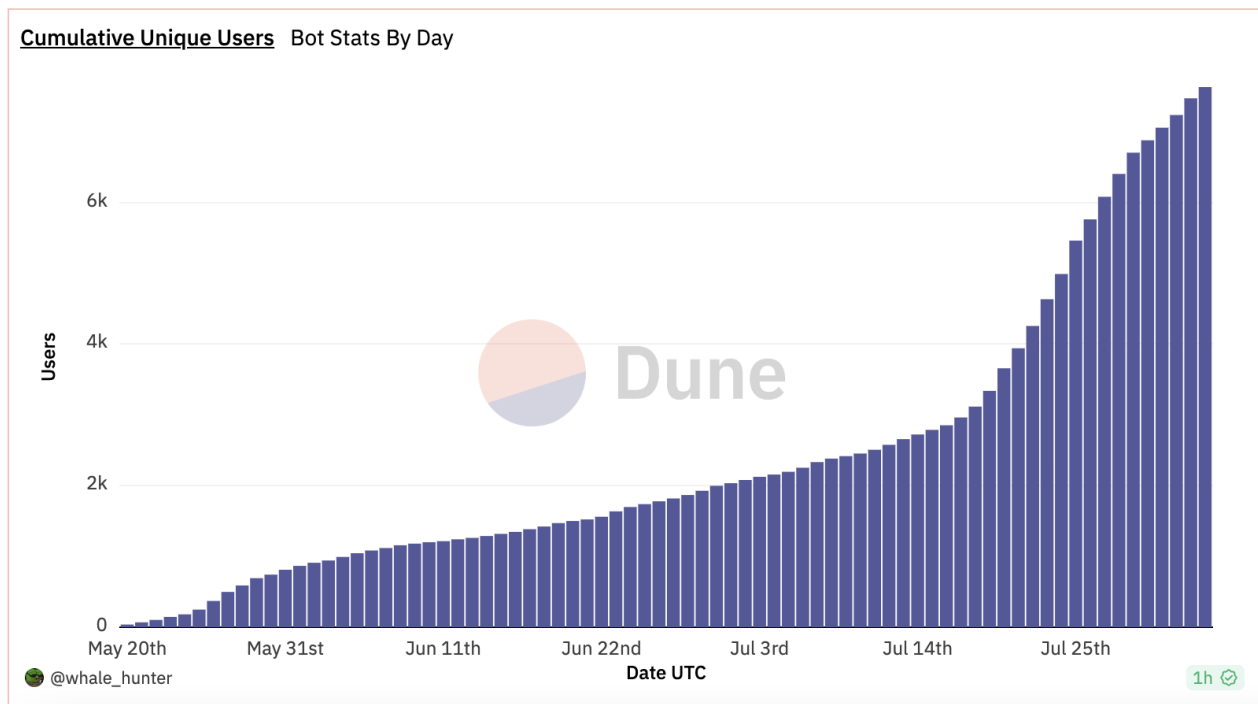
- **Resources**
 - Website: <https://yolo4nolo.xyz/>
 - Twitter: [@YoloNoloBot](https://twitter.com/YoloNoloBot)
 - Discord: <https://discord.com/invite/yolonolo>
 - Medium: medium.com/@YoloNoloBot
 - Dune Analytics: <https://dune.com/ofiryc/yolo-nolo>
 - CoinGecko: [\\$NOLO](https://www.coingecko.com/en/coins/nolo)
 - Dexscreener: [\\$NOLO chart](https://dexscreener.com/solana/nolo)

01 TLDR

- By now you've probably heard of the latest craze in DeFi -- the chat bot movement. The chat bot sector encompasses a wide array of platforms with various features like sniper bots, trading bots, tracker bots, etc. While much of the hype has centered around Telegram bots, there has been an under the radar project quietly building a trading bot in Discord land -- say hello to **NOLO Bot**.
- As the **first-to-market Discord bot, it stealth launched in May of 2023** and has since undergone a series of upgrades. The bot was officially re-released in July after migrating its native token from Solana to Ethereum.
- **NOLO's unique value proposition lies in its integration within the Discord platform.** Discord servers have channels, Telegram rooms do not. By leveraging network effects, it offers **potentially lucrative rewards for both users and servers** .
- NOLO's **hybrid Solana-based trading bot combined with an Ethereum-based token is another differentiator.** The team is leveraging the lightening fast throughput of Solana, and the near 0 cost transaction fees, while taking advantage of the deep liquidity and trader activity on the Ethereum network. Check mate.
- \$NOLO token
 - 4,444,444 **fixed supply, non-inflationary (this is important).**
 - Token holders can **earn organic yield** via trader tax fees and chat bot exchange fees. Liquidity Providers are currently earning around **200-400% APY** (depending on swap activity).

02 Unibot Comps

- With this sector being so new, it's difficult to project future expected growth. However, if we know anything about DeFi, it's that **once a movement catches on, it tends to grow explosively.**
- **Unibot is the best comparison we have currently.** Below is the cumulative unique users since inception-to-date.



- **Unibot managed to reach 1,000 users within 17 days of its launch.** In contrast, **NOLO already boasts 900+ token holders and 1200+ discord members.** Assuming a conservative estimate that only 50 of these individuals will use the actual bot, the average 8% growth predicts a timeline of 43 days to reach the 1,000 user mark. However, **given the strength of the community and high demand for a Discord bot, the actual timeline may prove shorter.**

03 Referral Incentives

- NOLO's adoption will be further fueled by an attractive incentive system. Referrers receive a **2.2 basis points (0.022%) reward for all perpetual futures (perps) swap volume traded by their referred users, while servers earn a 4.4 basis points (0.044%) reward for all perp volume traded on their servers.** These incentives encourage rapid adoption and use of the bot across the Discord ecosystem.
- On every **\$1B of notional trade perp volume, a referrer would receive \$220,000 in payouts** while the **Discord server operators would receive \$440,000 in payouts.** Cashflow anyone?
- On a low volume trading day, **the decentralized perpetual exchange GMX.io sees \$45MM in notional trading volume, or \$1B in notional in less than a month.**
- The **NOLO team already has 6+ Discord communities in queue to integrate** with the public release of the bot. Community names are REDACTED, but the **member & user figures are real.**

Discord Servers	Members	Online Users	% Active Users	Daily Volume	1Y Volume	1Y Server Rev
[REDACTED]	7,600	730	9.61%	\$730,000.00	\$266,450,000.00	\$117,238.00
[REDACTED]	5,100	806	15.80%	\$806,000.00	\$294,190,000.00	\$129,443.60
[REDACTED]	350	68	19.43%	\$68,000.00	\$24,820,000.00	\$10,920.80
[REDACTED]	325	90	27.69%	\$90,000.00	\$32,850,000.00	\$14,454.00
[REDACTED]	12,100	2,703	22.34%	\$2,703,000.00	\$986,595,000.00	\$434,101.80
[REDACTED]	8,600	1,350	15.70%	\$1,350,000.00	\$492,750,000.00	\$216,810.00

Daily volume = online users * \$1,000 notional trading volume per user

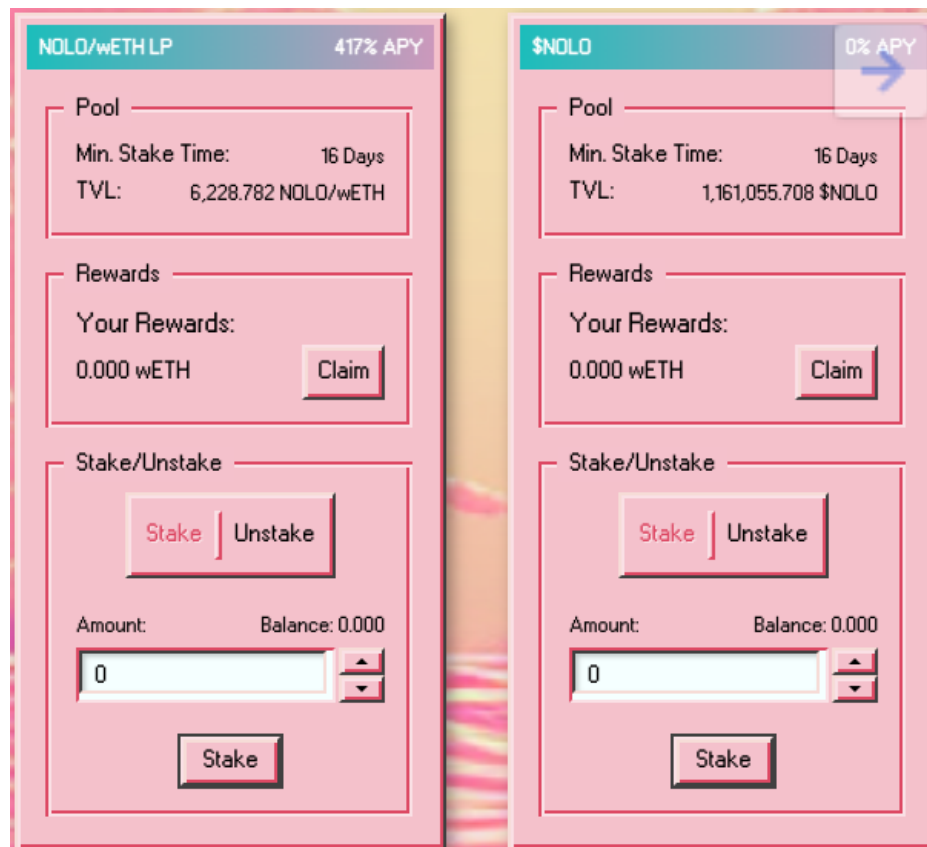
- Server integration is easy and free. Crypto and NFT communities (or any communities for that matter) can **instantly turn their server into an exchange**--enter the "**chat exchange**" (CHEX).

04 Token Yield

- In addition to the payouts provided to users and server operators **NOLO has implemented revenue sharing for token holders.**

There are two ways to earn real (non-inflationary) yield:

- Liquidity Provision (LP) staking: 50-50 NOLO-WETH LP pool (~400% APY currently)
- Single-sided staking: NOLO staking pool (0% APY until public version of the bot is live)



<https://yolo4nolo.xyz/>

- The **LP pool yield receives revenue from \$NOLO token trades**, which currently has a 2% buy tax, and a 8% sell tax.
- Once the NOLO "Protocol Owned Liquidity" (PoL) pool has accrued \$500,000 in fees**, the token tax will change to 4% buy, and 4% sell.

04 Token Yield

- NOLO charges a **100 bps (1.00%) fee for token swaps**, distributed as follows:

NOLO Token Swap Fee Breakdown		
Receiver	Fee	Per \$1B Notional
Single-Sided Stakers	0.275%	\$2,750,000
Server	0.100%	\$1,000,000
Server Referrals	0.100%	\$1,000,000
User Referrals	0.100%	\$1,000,000
Treasury	0.225%	\$2,250,000
Buy-and-Stake HXRO	0.200%	\$2,000,000
Total	1.000%	\$10,000,000

Note: The 100bps fee is lower than the industry standard of 200 bps, which was set by Unibot.

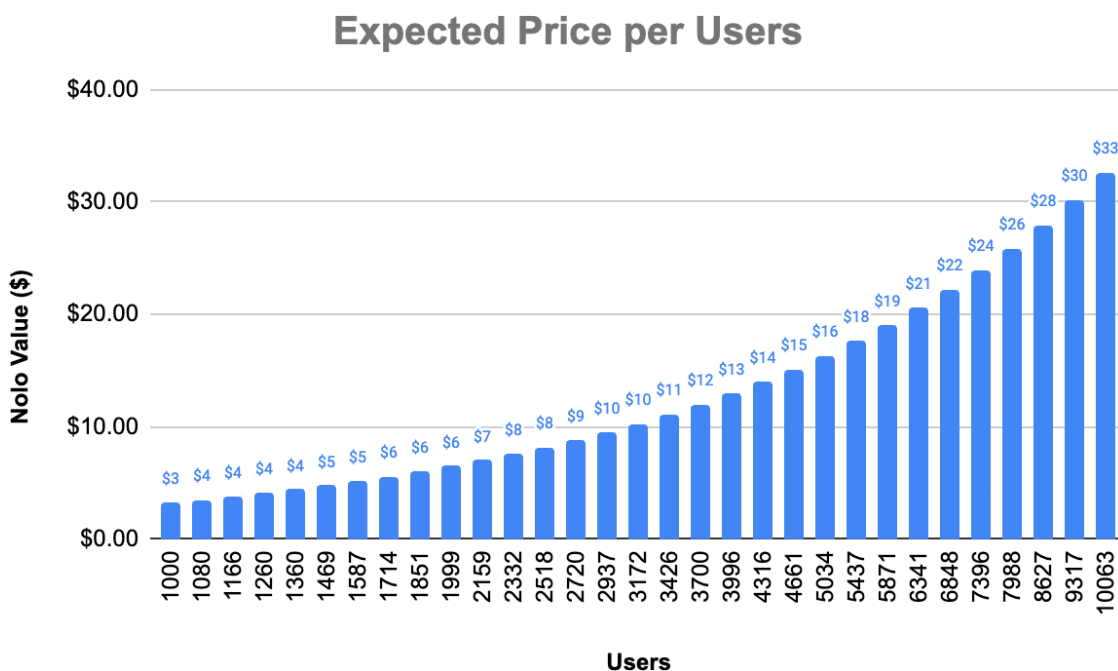
- NOLO charges a **25 bps (0.25%) fee for perp trades**, distributed as follows:

NOLO Perp Fee Breakdown		
Receiver	Fee	Per \$1B Notional
LP Rewards	0.044%	\$440,000
Single-Sided Stakers	0.022%	\$220,000
Server	0.044%	\$440,000
Server Referrals	0.022%	\$220,000
User Referrals	0.022%	\$220,000
Treasury	0.035%	\$350,000
Buy-and-Stake HXRO	0.061%	\$610,000
Total	0.250%	\$2,500,000

- This revenue sharing program is magnitudes more lucrative than what the average centralized or decentralize exchange shares with the community (Uniswap [\$UNI] doesn't share any, for example).

05 Token Valuation

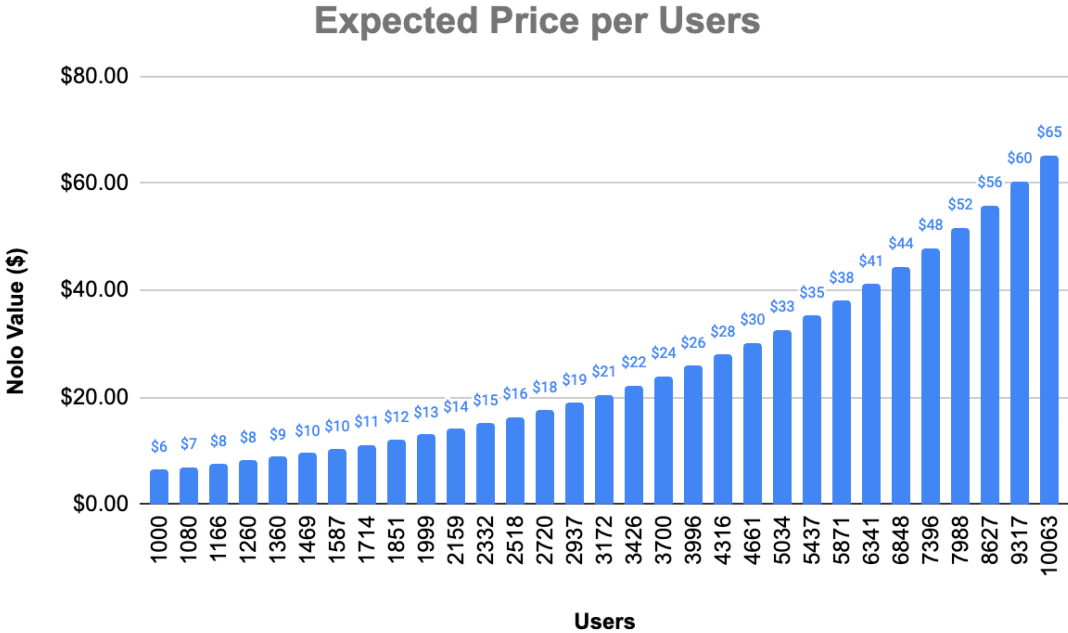
- Now for the alfalfa. Our **conservative assumption is 7.9 bps of all perp volume and 50 bps of all swap volume will benefit the token**. This figure is perhaps conservative as it assumes that all traders will come from an external server or referral.
- Unibot has a median swaps trade size of \$195.43 while DYDX perp traders trade about \$1500 per day average.
- To keep assumptions simple, **we will show projected token value based solely on perp volume fees**, which excludes exchange swap volume and token buy / sell tax fees. Projection starts with base case of 1,000 Daily Active Traders (DATs) and scales to 10,000 DATs based on the Unibot growth rate of 8% per day (bar).
- **Conservative:** \$500 average perp volume per DAT.



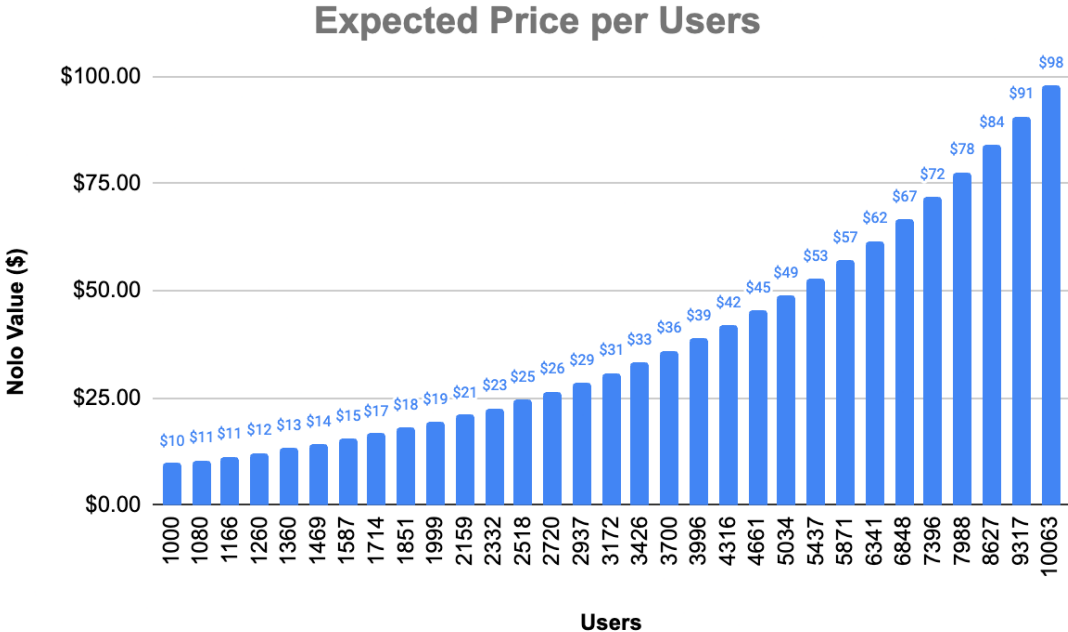
The above chart is calculated using a standard fair value calculation (yearly revenue * 10/total supply). The projections above are meant to illustrate long term potential scenarios and should not be interpreted as "price predictions". h/t Magnus Capital gigabrain

05 Token Valuation

- **Moderate:** \$1000 average perp volume per DAT.



- **Bullish:** \$1500 average perp volume per DAT.



06 Technical Analysis

- During the first week of trading, \$NOLO ran from a low of \$0.55 to a high of \$3.25 for a total gain of 590%. This price action was very similar to the recent run that \$UNIBOT went on, which is no surprise.
- \$NOLO has since retraced around 58% as it enters an accumulation phase.



- The UNIBOT:NOLO correlation is something to watch. If you're bullish UNIBOT... well, here's a unique bot play at 1/22 the market cap.



07 Total Addressable Market (TAM)

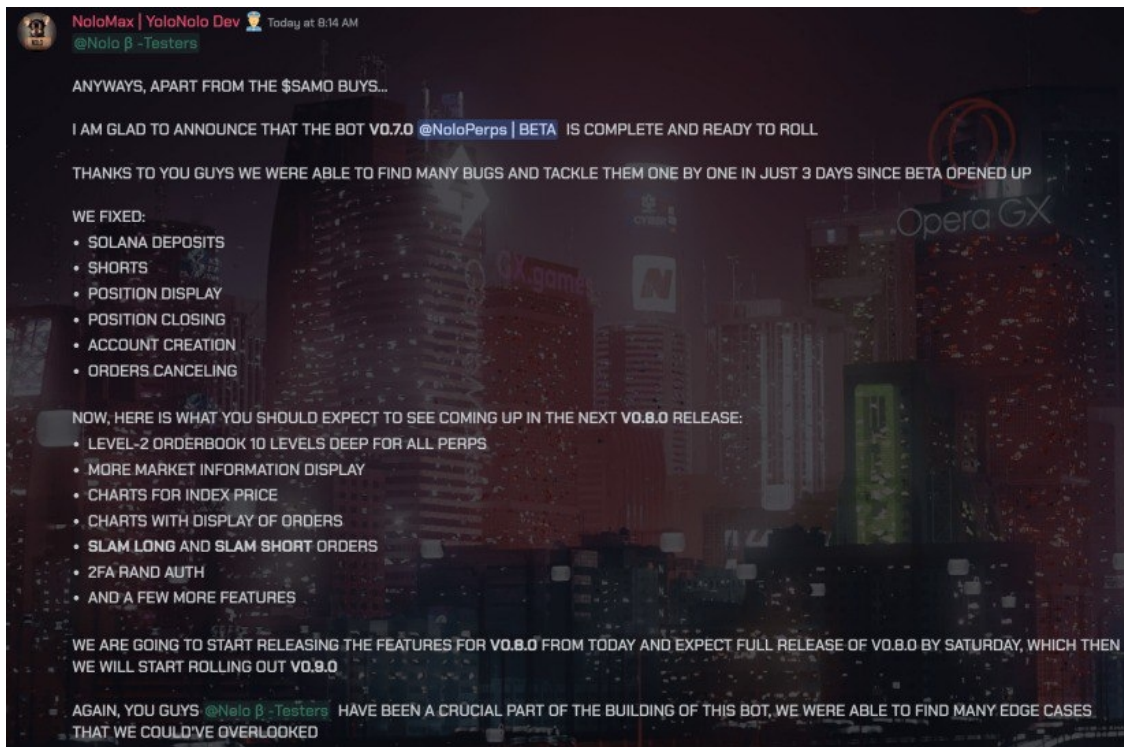
- Referencing back to page 3, there are **6 discord communities that have expressed interest in onboarding the NOLO Bot** once public version is available (2nd week of Aug). Collectively they have around **5750 daily active users**.
- Through a quick search, we identified an additional 10 NFT Discord communities and 25 crypto Discord communities to include in our TAM projection. You can do the math on what this could do to token valuation...

Discord Servers	Members	Online Users	% Active Users	Daily Volume	1Y Volume	1Y Server Rev
[REDACTED]	7,600	730	9.6%	\$1,095,000	\$399,675,000	\$175,857
[REDACTED]	5,100	806	15.8%	\$1,209,000	\$441,285,000	\$194,165
[REDACTED]	400	68	17.0%	\$102,000	\$37,230,000	\$16,381
[REDACTED]	300	90	30.0%	\$135,000	\$49,275,000	\$21,681
[REDACTED]	12,100	2,703	22.3%	\$4,054,500	\$1,479,892,500	\$651,153
[REDACTED]	8,600	1,350	15.7%	\$2,025,000	\$739,125,000	\$325,215
[REDACTED]	595,600	151,203	25.4%	\$226,804,500	\$82,783,642,500	\$36,424,803
[REDACTED]	36,000	1,258	3.5%	\$1,887,000	\$688,755,000	\$303,052
[REDACTED]	22,800	1,888	8.3%	\$2,832,000	\$1,033,680,000	\$454,819
[REDACTED]	14,900	1,090	7.3%	\$1,635,000	\$596,775,000	\$262,581
[REDACTED]	12,700	398	3.1%	\$597,000	\$217,905,000	\$95,878
[REDACTED]	12,300	636	5.2%	\$954,000	\$348,210,000	\$153,212
[REDACTED]	11,400	131	1.1%	\$196,500	\$71,722,500	\$31,558
[REDACTED]	9,100	191	2.1%	\$286,500	\$104,572,500	\$46,012
[REDACTED]	7,600	181	2.4%	\$271,500	\$99,097,500	\$43,603
[REDACTED]	7,400	303	4.1%	\$454,500	\$165,892,500	\$72,993
[REDACTED]	67,700	3374	5.0%	\$5,061,000	\$1,847,265,000	\$812,797
[REDACTED]	27,300	1834	6.7%	\$2,751,000	\$1,004,115,000	\$441,811
[REDACTED]	175,100	3926	2.2%	\$5,889,000	\$2,149,485,000	\$945,773
[REDACTED]	6,000	336	5.6%	\$504,000	\$183,960,000	\$80,942
[REDACTED]	12,900	688	5.3%	\$1,032,000	\$376,680,000	\$165,739
[REDACTED]	40,000	2012	5.0%	\$3,018,000	\$1,101,570,000	\$484,691
[REDACTED]	27,900	740	2.7%	\$1,110,000	\$405,150,000	\$178,266
[REDACTED]	15,100	850	5.6%	\$1,275,000	\$465,375,000	\$204,765
[REDACTED]	14,900	1234	8.3%	\$1,851,000	\$675,615,000	\$297,271
[REDACTED]	13,400	387	2.9%	\$580,500	\$211,882,500	\$93,228
[REDACTED]	12,300	676	5.5%	\$1,014,000	\$370,110,000	\$162,848
[REDACTED]	12,200	276	2.3%	\$414,000	\$151,110,000	\$66,488
[REDACTED]	11,000	643	5.8%	\$964,500	\$352,042,500	\$154,899
[REDACTED]	10,900	996	9.1%	\$1,494,000	\$545,310,000	\$239,936
[REDACTED]	9,000	75	0.8%	\$112,500	\$41,062,500	\$18,068
[REDACTED]	8,800	864	9.8%	\$1,296,000	\$473,040,000	\$208,138
[REDACTED]	7,900	527	6.7%	\$790,500	\$288,532,500	\$126,954
[REDACTED]	7,200	870	12.1%	\$1,305,000	\$476,325,000	\$209,583
[REDACTED]	7,000	1012	14.5%	\$1,518,000	\$554,070,000	\$243,791
[REDACTED]	6,400	242	3.8%	\$363,000	\$132,495,000	\$58,298
[REDACTED]	5,400	389	7.2%	\$583,500	\$212,977,500	\$93,710
[REDACTED]	3,900	319	8.2%	\$478,500	\$174,652,500	\$76,847
[REDACTED]	3,900	250	6.4%	\$375,000	\$136,875,000	\$60,225
[REDACTED]	2,900	122	4.2%	\$183,000	\$66,795,000	\$29,390
[REDACTED]	2,800	90	3.2%	\$135,000	\$49,275,000	\$21,681
Total Addressable Market	1,275,800	185,758	7.9%	\$278,637,000	\$101,702,505,000	\$44,749,102

Active Users = Online Users / Members

08 Team

- We rarely come across teams in the space that ship product improvements this fast. Community feedback is received and implemented within hours or days. It's impressive to say the least. This team is hungry and they're just getting started.



09 Partnerships & Integrations

- We'd be remissed if we didn't mention the strong partnerships this project has formed right from the start. They're backed and supported by some of the best.
 - HXRO Network (Dexterity Protocol)
 - Flowmatic (API)
 - Pyth Network (Oracle)
 - ChangeNOW (Cross-chain conversions)
 - Jupiter Aggregator (spot swap order routing)